Wakefern Food Corporation

1997 Retail Accrual Program

For Member Stores

- *Plan A - Base Plan*
  - *Basic Funding to be used for Price Plus Program thorughout year for RJR Full Price Brands WINSTON and SALEM.*

$ 130,220

- *Plan B - Retailer Match Plan*
  - *Wakefern to "match 50% of RJR match". RJR will match that amount*
    - *Match can consist of bearing cost of producing POS advertising, or Plus Plus Program Inclusion cost.*

$ 196,194

Source: https://www.industrydocuments.ucsf.edu/docs/klwy0000

MESSAGE CONFIRMATION

DATE:09/29/97 TIME:15:47

ID:R.J. REYNOLDS TO

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
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Source: https://www.industrydocuments.ucsf.edu/docs/klwy0000